

Subject: Re: PLEASE REVIEW: New Cartifact Maps!
From: Katie Kiefer
Date: 1/17/18, 8:11 PM
To: Wallis Locke
CC: Ellen Riotto <ellen@southpark.la>, Josh Kreger <josh@southpark.la>

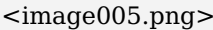
I don't have any new edits. They've all been mentioned.

Katie Kiefer
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[1100 S. Flower St., Suite #3400, Los Angeles, CA 90015](#)
o. [213 663 1120](#)

24/7: [866 560 9346](#)

On Jan 17, 2018, at 4:47 PM, Josh Kreger <josh@southpark.la> wrote:

1. Outline of Circa buildings is still innacurate – see previous map I sent.
2. Outline of Oceanwide plaza is still inaccurate – see previous map I sent.
3. Lot to East of 717 Olympic should have a “P”
4. There should only be buildings between 1000 Windsor and Ten50
5. Lot on NW corner of 12th and Hope should have a “P”
6. Morrison Residential should be on the 3 buildings north of Morrison Hotel – not the lot to the East.
7. “1335 Grand Ave Development” should be on the rectangle north of CHMC on Grand
8. “1317 Hope Development” should be on the parcel just north of 1324 Hope.
9. Agree with including Aven Park

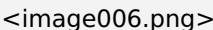
Josh Kreger
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24/7 DISPATCH: [866-560-9346](#)
view commercial vacancies at: www.southpark.la/vacancies

From: Ellen Riotto
Sent: Wednesday, January 17, 2018 4:18 PM
To: Wallis Locke <wallis@southpark.la>; Josh Kreger <josh@southpark.la>; Katie Kiefer <katie@southpark.la>
Subject: Re: PLEASE REVIEW: New Cartifact Maps!

- “E on Grand” has a typo
- According to legend, green = medical facility. We need to either change the color of Venice Hope Park, Gilbert Lindsay Plaza, and Grand Hope Park to something other than green, or make green = public/park space and change the color of the medical facility indicator
- Margo Alley needs to be clearer on the G12/OLiVE DTLA block
- Should we include the park above AVEN?
- “Proposed Developments” should be removed from the legend. The current iteration only shows 2 projects, and I feel like this is changing so rapidly that it would be too difficult to keep up
- “Figueroa Hotel” should be “Hotel Figueroa”
-

From: Wallis Locke <wallis@southpark.la>
Date: Wednesday, January 17, 2018 at 3:40 PM
To: Josh Kreger <josh@southpark.la>, Ellen Riotto <ellen@southpark.la>, Katie Kiefer <katie@southpark.la>
Subject: Re: PLEASE REVIEW: New Cartifact Maps!

Now round two is attached. My apologies!

Wallis Locke
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From: Wallis Locke <wallis@southpark.la>

Date: Wednesday, January 17, 2018 at 3:37 PM

To: Josh Kreger <josh@southpark.la>, Ellen Riotto <ellen@southpark.la>, Katie Kiefer <katie@southpark.la>

Subject: Re: PLEASE REVIEW: New Cartifact Maps!

Round two attached. Please let me know if any of your changes were not made, or if you see any additional changes.

Thanks all!

Wallis Locke

Director of Communications & Policy

<image007.png>

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From: Josh Kreger <josh@southpark.la>

Date: Thursday, December 28, 2017 at 12:10 PM

To: Ellen Riotto <ellen@southpark.la>, Katie Kiefer <katie@southpark.la>, Wallis Locke <wallis@southpark.la>

Subject: RE: PLEASE REVIEW: New Cartifact Maps!

Below are my changes. I also made a few comments in blue on Ellen and Katie's lists. Plus I've attached a map on which I've drawn some of the changes so its easy to see the correct locations and shapes. Thanks Wallis!!

1. Change 916 Georgia to "Cambria Hotel"
2. Adjust shape of 925 Figueroa
3. Add 949 Hope
4. Remove LA Lofts Proposed and replace with "P"
5. Adjust size of 1000 grand by Windsor
6. Add 1000 Hill
7. Remove purple building between Mack Urban and parking garage on west side of Olive between 11th and 12th.
8. Adjust shape of Morrison Hotel and add "Morrison Residential"
9. Add 1334 Flower
10. Add 1400 Flower
11. Add "Emerald"
12. Add "14th and Hill"
13. Add "732 South Figueroa"
14. Add "Fig@7th Residential"
15. Add "8th and Hope"
16. Add 845 Olive

Josh Kreger

Director of Real Estate and Planning

<image008.png>

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view commercial vacancies at: www.southpark.la/vacancies

From: Ellen Riotto

Sent: Thursday, December 28, 2017 10:17 AM

To: Katie Kiefer <katie@southpark.la>; Wallis Locke <wallis@southpark.la>; Josh Kreger <josh@southpark.la>

Subject: Re: PLEASE REVIEW: New Cartifact Maps!

My notes below, and I made comments on KK's in red:

- As discussed, I'd like to omit all "U/C" – let's make this map last as long as possible. Use project name if we have it. If not, use address
- Wallis, I've thought more about the convo we had re: the random addresses and here's where I landed – I

- think it's useful to have a reference point on each block, but more than 1 is unnecessary
- Remove Hazens Shenzhen Project and add W Hotel
- Make Circa ovals larger
- Add Proper Hotel
- Thoughts on adding the 7-Eleven? [I say yes](#)
- Chance Fig + Pico to Lightstone Hotels
- Thoughts on adding The Palm? Seems like an institution (unlike Tom's Urban) [I say yes](#)

From: Katie Kiefer <katie@southpark.la>

Date: Wednesday, December 27, 2017 at 8:28 PM

To: Wallis Locke <wallis@southpark.la>, Ellen Riotto <ellen@southpark.la>, Josh Kreger <josh@southpark.la>

Subject: Re: PLEASE REVIEW: New Cartifact Maps!

Looking forward to an updated map. Thanks for spearheading, Wallis!

My edits:

- Change "JW Marriott Expansion" to "Residence Inn - Marriott & Courtyard - Marriott" (feel free to come up with a way to shorten that) [I think we should keep this as is \("JW Marriott Expansion"\)](#) [It seems confusing otherwise.](#)
- ADD 'JW' TO 'MARRIOTT & RITZ-CARLTON HOTEL & RESIDENCES'
- What is the project named prosed immediately north of 925 S. Figueroa? Worth listing that parcel as a development? [no](#)
- Delete "Toms Urban" The 'restaurant and retail' title gives enough explanation. [agree](#)
- ~~ADD "U/C" TO 1133 HOPE.~~ **ELLEN - WHAT IS THE DEVELOPER NAME TO ADD TO THIS TITLE? Please do not add U/C (see my note above). Dev name is Full Star Properties, and I don't believe they have named the project yet. I vote to keep it as the address.**
- ~~ADD "U/C" TO 1212 FLOWER~~
- DELETE "HOTEL" FROM 1130 HOPE. It's entitled for a hotel but who knows when that building will get underway. [agree](#)
- **JOSH - IS ONYX WEST A REALITY IN THE NEAR FUTURE? IF NO, WHAT TITLE SHOULD REPLACE 'ONYX WEST U/C'? -remove U/C, keep "Onyx West"**
- ~~ADD "U/C 1317 HOPE - FMB"~~ TO THE PURPLE PARCEL IMMEDIATE SOUTH OF ONYX WEST AND NORTH OF "1324"
- CHANGE '1120 GRAND' TO 'AVEN ~~U/C - MACK URBAN~~'
- **JOSH - IS MACK URBAN DEVELOPING THE 3 PARKING LOTS EAST OF AVEN IN THE NEAR FUTURE? IF NO, WHAT TITLE SHOULD REPLACE 'MACK URBAN DEVELOPMENT'? - yes they are. Remove "development"**
- Remove "U/C" from TEN50
- Remove "Metro Charter School" - WHAT IS THAT BUILDING NAME TO REPLACE METRO'S TITLE? - [since that lot is going to be part of the hospital redevelopment project, perhaps we change the color to green and shift the "California Hospital Medical Center" tag down a bit?](#)
- **Josh - Is the metro name change far enough along to update 'pico' to the new proposed name? - great idea, KK, yes let's make that change**
- **Wallis - thoughts on adding bike share locations to the map? Unsure if that's doable or if we want that extra layer on this map. - since these are purposefully moveable, I think they would be better represented by stickers or magnets or something.**
- Add "James M Wood Blvd." as a street.
- Removing "U/C" from buildings like Onyx East, that will be done within a few months? **YES. IS IT WORTH ADDING OCEANWIDE & CICRA TO THAT LIST?**

I agree with the rest of your edits listed out below. Do we plan to update this map annually?

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From: Wallis Locke <wallis@southpark.la>

Date: Wednesday, December 27, 2017 at 10:41 AM

To: Ellen Riotto <ellen@southpark.la>, Josh Kreger <josh@southpark.la>, Katie Kiefer <katie@southpark.la>

Subject: PLEASE REVIEW: New Cartifact Maps!

The proof for our new cartifact maps is here! Their turnaround time is incredibly fast - could each of you take a few minutes and get me any additional edits by EOD Thursday?

My edits are here:

- "Teluca" should be spelled "Telacu"

- “12th & Broadway U/C” should be listed as “Axis on 12th”
- “Forest City South Park U/C” should be listed as “Axis on 11th U/C”
- Remove “Vogue” (does anyone know what this is?)
- Remove “Olds” from “Honda Olds Autos”
- Remove “U/C” from TEN60
- Change “901 S Flower” to “Concerto Lofts”
- Remove “FIDM Apartments” from the parking lot on Olympic & Flower
- Move the “Oviatt” label to the small apts next to City Lights

In addition to that – should we consider these things?

- Removing “U/C” from buildings like Onyx East, that will be done within a few months? YES. ADD OCEANWIDE & CICRA TO THE LIST.
- Adding the site of South Grand Park? Has a name been settled on?

Wallis Locke

Director of Communications & Policy

<image009.png>

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